

CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Mentzer Media Services
600 Fairmont Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 361614 /		<u>Alt Order #</u> 06862054
<u>Product</u> Anti-Obama		
<u>Contract Dates</u> 10/10/12 - 10/16/12		<u>Estimate #</u> 2096
<u>Advertiser</u> Restore Our Future, Inc		<u>Original Date / Revision</u> 10/09/12 / 10/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/10/12	10/12/12	Live at Daybreak	6a-7a		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				2	\$1,250.00			
N 2	WTMJ	10/10/12	10/12/12	Today Show M-F	7a-9a		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				2	\$1,000.00			
N 3	WTMJ	10/10/12	10/12/12	Noon News Rotation	12n-1p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				2	\$500.00			
N 4	WTMJ	10/10/12	10/12/12	Live at 4:30 News	430p-5p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				2	\$900.00			
N 5	WTMJ	10/10/12	10/12/12	Live at 5 News	5p-530p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				2	\$1,500.00			
N 6	WTMJ	10/10/12	10/12/12	Live at 6 News	6-630p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				1	\$2,000.00			
N 7	WTMJ	10/10/12	10/12/12	Access Hollywood	630p-7p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				1	\$1,000.00			
N 8	WTMJ	10/10/12	10/12/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				1	\$2,500.00			
N 9	WTMJ	10/10/12	10/12/12	Tonight Show	1035p-1137p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-- WTF--				1	\$1,500.00			
N 10	WTMJ	10/13/12	10/13/12	Today Show Saturday	6a-8a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$650.00			
N 11	WTMJ	10/13/12	10/13/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$750.00			

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<u>Contract / Revision</u> 361614 /		<u>Alt Order #</u> 06862054
<u>Contract Dates</u> 10/10/12 - 10/16/12	<u>Product</u> Anti-Obama	<u>Estimate #</u> 2096
<u>Advertiser</u> Restore Our Future, Inc		<u>Original Date / Revision</u> 10/09/12 / 10/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	10/13/12	10/13/12	Live at 5 Saturday	5p-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$1,200.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WTMJ	10/08/12-10/14/12		Live at 5 Saturday	5p-530p	-----Sa--	:30		\$1,200.00	NM		
See MG 18.2, 18.3, 18.4												
N 13	WTMJ	10/13/12	10/13/12	Live at 6 Saturday	6p-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$1,200.00			
N 14	WTMJ	10/13/12	10/13/12	Live at 10pm Saturday	10p-1030p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$2,500.00			
N 15	WTMJ	10/14/12	10/14/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$600.00			
N 16	WTMJ	10/14/12	10/14/12	Today Show Sunday	7a-8a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$850.00			
N 17	WTMJ	10/14/12	10/14/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$750.00			
N 18	WTMJ	10/14/12	10/14/12	Meet the Press	9am-10am		:30			NM	3	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$2,000.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WTMJ	10/08/12-10/14/12		Meet the Press	9am-10am	-----Su	:30		\$2,000.00	NM		
See MG 18.2, 18.3, 18.4												
2	WTMJ	10/08/12-10/14/12		Meet the Press	9am-10am	-----Su	:30		\$2,000.00	NM		
Ⓜ MG for 18.1, 12.1, 20.1												
3	WTMJ	10/08/12-10/14/12		Live at 5 Sunday	5p-6p	-----Su	:30		\$1,200.00	NM		
Ⓜ MG for 18.1, 12.1, 20.1												
4	WTMJ	10/13/12-10/13/12		Notre Dame Football	230p-6p	-----Sa--	:30		\$1,200.00	NM		
Ⓜ MG for 18.1, 12.1, 20.1												
N 19	WTMJ	10/14/12	10/14/12	Sunday Insight	10am-1030am		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$750.00			
N 20	WTMJ	10/14/12	10/14/12	Live at 5 Sunday	5p-6p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$1,200.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WTMJ	10/08/12-10/14/12		Live at 5 Sunday	5p-6p	-----Su	:30		\$1,200.00	NM		
See MG 18.2, 18.3, 18.4												
N 21	WTMJ	10/14/12	10/14/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	1	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$35,000.00			
N 22	WTMJ	10/15/12	10/16/12	Live at Daybreak	6a-7a		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$1,250.00			
N 23	WTMJ	10/15/12	10/16/12	Today Show M-F	7a-9a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$1,000.00			
N 24	WTMJ	10/15/12	10/16/12	Noon News Rotation	12n-1p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$500.00			
N 25	WTMJ	10/15/12	10/16/12	Live at 4:30 News	430p-5p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$900.00			
N 26	WTMJ	10/15/12	10/16/12	Live at 5 News	5p-530p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$1,500.00			
N 27	WTMJ	10/15/12	10/16/12	Live at 6 News	6-630p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$2,000.00			
N 28	WTMJ	10/15/12	10/16/12	Access Hollywood	630p-7p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$1,000.00			
N 29	WTMJ	10/15/12	10/16/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$2,500.00			
N 30	WTMJ	10/15/12	10/16/12	Tonight Show	1035p-1137p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$1,500.00			
N 31	WTMJ	10/15/12	10/16/12	Live at 4:00 News	4p-430p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$750.00			
N 32	WTMJ	10/15/12	10/16/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$200.00			
Totals											37	\$77,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/16/12	37	\$77,850.00	\$66,172.50
Totals	37	\$77,850.00	\$66,172.50

Signature: _____ **Date:** _____

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